

SUCCESS STORY: INSIDESALES

A simple yet robust system that makes all the difference behind the scenes

CHALLENGE

Every year, InsideSales.com hosts its annual user conference, IS Accelerate. The event features some of the most prominent industry leaders across a variety of professional arenas, including sales acceleration, sports media, workplace culture, and business and technology, discussing the power of predictive analytics to optimize sales performance.

Prior to 2015, InsideSales.com was using a very basic and low-end registration system for IS Accelerate. It also had a challenging set-up, as all the registration tools and content had to be manually programmed using html, which took a lot of time, says Valeri Tate, InsideSales.com's event marketing manager. While lacking user-friendly tools, the reporting capabilities of the system was also not meeting the needs of InsideSales.com.

As a result, Tate was tasked with researching various event platforms based on company needs, product functionality and pricing. After exploring several different options, it was clear that Aventri was the best option. "Aventri far surpassed all the other event platform and registration companies I compared; it was an easy choice," Tate says.

"Aventri's reporting tools, customer support, and competitive pricing made it our first choice for our annual user conference."

IS Accelerate '15



KEY HIGHLIGHTS



Industry
Software

Location
Provo, Utah

Products & Services

- Registration
- Automatic reporting
- Training



Valeri Tate
Event Marketing
Manager



Elizabeth Ferguson
Events Specialist

InsideSales.com offers the industry's leading sales acceleration platform built on Neuralytics®, a predictive and prescriptive self-learning engine that drives revenue growth by delivering an optimized experience for both salesperson and buyer. The platform fuels sales rep performance and provides buyer personalization with breakthrough innovations in predictive sales, communications, ramification and hiring.

www.INSIDESALES.COM



SOLUTION

Immediately, InsideSales.com developed a great relationship with their Aventri account manager, who was always available to answer questions and collaborate. All initial questions and concerns were responded to quickly, giving the team confidence that they would always receive timely support.

“Events move quickly and having a support team and account manager you can rely on is invaluable,”

says Elizabeth Ferguson, events specialist at InsideSales.com.

After utilizing Aventri training and demo videos, InsideSales.com found that setting up IS Accelerate '15 via the registration module was easy and intuitive. In fact, compared to the year before with a different system, staff experienced very few phone calls from customers having difficulty registering online, Tate says. “We wanted an uncomplicated system that enabled us to easily set-up events, as well as provide simple navigation for our users,” she adds. “Aventri did both.”

The registration module also helped staff manage the conference’s 1,100 attendees efficiently, as visibility into registrant data was available in real time. InsideSales.com also used Aventri’s several reporting tools to create daily, detailed custom reports. “We also needed the capability to run many different types of reports,” Ferguson says.

“Aventri was amazing at being able to generate just about any kind of report we wanted.”

All of these reports were also scheduled to generate automatically and were sent directly the proper executives and stakeholders, saving time during the event.

While also being cost-efficient, Aventri was the simple, but powerful solution InsideSales.com was looking for. Ferguson says,

“Our annual user conference this time around was a great success and Aventri was certainly an important part of that.”

STAT BOX

Based in Silicon Slopes—Utah’s high-tech corridor

No. 5 in the nation for software industry jobs by Inc. Magazine

Annual IS Accelerate user conference has **1,100** attendees

ABOUT AVENTRI

Aventri is a global end-to-end event management software solution. The success oriented and cloud-based platform delivers innovative technology solutions to streamline the event process and increase ROI. Founded in 2008, Aventri has assisted over 20,000 event professionals in planning, executing and measuring their events. The software solution serves customers in corporations, associations, agencies and educational institutions.